

# Sales Order

Station: WTMO-TV Agency: KEARNY MESA ADVERTISING INC.  
 Contract Name: (RDFU) ROCKEY E LA FUENTE Address: 5440 MOREHOUSE DRIVE,  
 Contract#: (none) SUITE 4000  
 Start Date: 7/12/16 End Date: 7/24/16 City: SAN DIEGO State: CA Zip: 92121  
 Revenue Type: POLITICAL SALES NATIONAL Type: Cash Buyer: \_\_\_\_\_  
 Advertiser: ROCKY DE LA FUENTE Tax Schedule: \_\_\_\_\_ (None)  
 Address: \_\_\_\_\_ Agency Commission %: 15  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Billing Cycle: Standard  
 Product Name: 1464306, V.1 Salesperson: 5206nnat Comm %: 15  
 Competitive Code: POLITICAL Makegood Policy: Within Contract Dates

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	7/12/16	7/15/16		7:00 AM	10:00 AM	30			1		1			2	D	100.00	2	200.00	1	
2	7/18/16	7/22/16		7:00 AM	10:00 AM	30			1	1	1			3	D	75.00	3	225.00	1	
3	7/18/16	7/22/16		3:00 PM	4:00 PM	30		1	1	1				3	D	125.00	3	375.00	1	
4	7/12/16	7/15/16		3:00 PM	4:00 PM	30			1	1	1			3	D	150.00	3	450.00	1	
5	7/12/16	7/15/16		6:00 PM	6:30 PM	30				1	1			2	D	525.00	2	1,050.00	1	
6	7/18/16	7/22/16		6:00 PM	6:30 PM	30			1	1	1			3	D	475.00	3	1,425.00	1	
7	7/18/16	7/22/16		6:30 PM	7:00 PM	30			1	1	1			3	D	475.00	3	1,425.00	1	
8	7/12/16	7/15/16		6:30 PM	7:00 PM	30				1	1			2	D	525.00	2	1,050.00	1	
9	7/12/16	7/15/16		11:00 PM	11:30 PM	30			1	1				2	D	400.00	2	800.00	1	
10	7/18/16	7/22/16		11:00 PM	11:30 PM	30		1	1	1				3	D	325.00	3	975.00	1	
11	7/18/16	7/22/16		11:30 PM	12:00 AM	30		1						1	D	325.00	1	325.00	1	
12	7/12/16	7/15/16		11:30 PM	12:00 AM	30			1					1	D	400.00	1	400.00	1	
13	7/24/16	7/24/16		2:30 PM	5:00 PM	30							1	1	D	65.00	1	65.00	1	
CINE OR FUTBOL																				

## Billing Projections: By Month

Jul 16  
 CA 8,765.00  
 ST 8,765.00

☒ Print Spot Prices

TOTAL SPOTS 29  
 GROSS TOTAL \$ 8,765.00  
 ADJUSTED SPOTS 29  
 ADJUSTED TOTAL \$ 8,765.00

## APPROVE DECLINE

☐ ☐ General Manager  
☐ ☐ Sales Manager  
☐ ☐ National Sales Manager  
☐ ☐ Local Sales Manager

# ORDER WORKSHEET

Rep Order# 1464306 Ver# 1

Status Confirmed

Traffic Order#

Last Received:  
Showing Buylines:

Printed: 07/08/16 5:34 PM  
07/08/16 5:34 PM  
All Lines

1 of 2

Station WTMQ-TV ORLANDO  
Advertiser (RDFU) ROCKY DE LA FUENTE  
Product ROCKY FOR FL SENATE  
Estimate#  
Buyer MICHAEL STEINBERG

Agency (KEAR) KEARNY MESA ADVERTISING INC.  
5440 MOREHOUSE DRIVE, SUITE 4000  
SAN DIEGO, CA 92121  
Agency C/P1/P2/E  
Flight Dates 07/12/16-07/24/16

Rep Firm NBCUNIVERSAL  
Sales Office (WA) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant KIM  
Salesperson Phone# 2028854861  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu-F	7A-10A	UN NUEVO DIA	30	0.3	0.6	\$100.00	07/12-07/15	2	2	\$200.00
2	M-F	7A-10A	UN NUEVO DIA	30	0.3	0.9	\$75.00	07/18-07/22	3	3	\$225.00
3	M-F	3P-4P	CASO CERRADO	30	0.7	2.1	\$125.00	07/18-07/22	3	3	\$375.00
4	Tu-F	3P-4P	CASO CERRADO	30	0.7	2.1	\$150.00	07/12-07/15	3	3	\$450.00
5	Tu-F	6P-630P	TELENOTICIAS ORLANDO	30	1.1	2.2	\$525.00	07/12-07/15	2	2	\$1,050.00
6	M-F	6P-630P	TELENOTICIAS ORLANDO	30	1.1	3.3	\$475.00	07/18-07/22	3	3	\$1,425.00
7	M-F	630P-7P	NOTICIERO	30	1.1	3.3	\$475.00	07/18-07/22	3	3	\$1,425.00
8	Tu-F	630P-7P	NOTICIERO	30	1.1	2.2	\$525.00	07/12-07/15	2	2	\$1,050.00
9	Tu-F	11P-1130P	TELENOTICIAS ORLANDO	30	0.6	1.2	\$400.00	07/12-07/15	2	2	\$800.00
10	M-F	11P-1130P	TELENOTICIAS ORLANDO	30	0.6	1.8	\$325.00	07/18-07/22	3	3	\$975.00
11	M-F	1130P-12A	TELENOTICIAS PR	30	0.3	0.3	\$325.00	07/18-07/22	1	1	\$325.00
12	Tu-F	1130P-12A	TELENOTICIAS PR	30	0.3	0.3	\$400.00	07/12-07/15	1	1	\$400.00
13	Su	230P-5P	CINE/FUTBOL	30	0.4	0.4	\$65.00	07/24-07/24	1	1	\$65.00

---REPORT TOTALS---

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EC'd No

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Station WTMO-TV ORLANDO  
Advertiser (RDFU) ROCKY DE LA FUENTE  
Product ROCKY FOR FL SENATE  
Estimate#  
Buyer MICHAEL STEINBERG

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5440 MOREHOUSE DRIVE, SUITE 4000  
SAN DIEGO, CA 92121  
Agency C/P1/P2/E  
Flight Dates 07/12/16-07/24/16

Rep Firm NBCUNIVERSAL  
Sales Office (WA) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant KIM  
Salesperson Phone# 2028854861  
Salesperson Fax#

Report Totals: 29 / \$8,765.00

## ---SALES MONTHLY TOTALS---

Jul2016: 29 / \$8,765.00

Order Totals: 29 / \$8,765.00

Total GRPS: 20.7

## --- COMPETITIVE ---

Market Totals

\$8,765.00

OTHE

.00%

WTMO

100.00%

WVEN

.00%

## --- COMPETITIVE COMMENTS ---

COMPETITIVE UNKNOWN AT THE MOMENT

Books [JUL16]  
Demos RA35+P

## --- CREDIT RISK ---

CASH IN ADVANCE

NAB Form PB-17 (Candidates)

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by

Rocky for Florida US Senate

and you are authorized to announce the times paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Michael Steinberg

This station has disclosed to me its political advertising policies, including applicable charges and rates, and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

07/07/2016

Date

x Mark Fontana  
Treasurer

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

In Order for Federal Candidates to Receive The Lowest Rate Charge National Political Broadcasters the following Certification is Required:

I, Roque "Rocky" De La Fuente  
(name of federal candidate or authorized committee) hereby certify that the programming  
to be broadcast (in whole or in part) pursuant to this agreement:

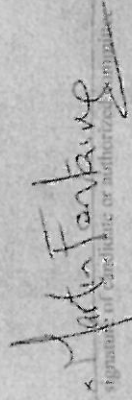
☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the  
programming that does refer to an opposing candidate:

(check applicable box)

☐ the programming contains a personal audio statement by the candidate that  
identifies the candidate, the office being sought, and that the candidate has  
approved the broadcast.

☒ the programming contains a clearly identifiable photograph or similar  
image of the candidate for a duration of at least four seconds, and a simultaneously  
displayed printed statement identifying the candidate, that the candidate approved  
the broadcast, and that the candidate and/or the candidate's authorized committee  
paid for the broadcast.

  
signature of candidate or authorized committee

Roque "Rocky" De La Fuente  
printed name

07/07/2016  
date

**POLITICAL INQUIRY RECORD:  
FEDERAL, STATE & LOCAL CANDIDATE ADS  
ALL QUESTIONS MUST BE ANSWERED**

- ☒ Federal Candidate  
☐ State or Local Candidate
- 

**1. Requested by (Agency name, address, phone number & contact):**

Agency Name Placed By Campaign Direct  
Contact  
Phone Number  
Address

**2. On behalf of (Candidate name & authorized campaign committee name):**

Rocky De La Fuente

**3. Election (Office sought & date):**

Senate

**4. Date of request:**

7.8.16

**5. Request received by:**

Will Hildebrandt

**6. Details:**

**7. Name, Address & Phone Number of contact person for the candidate or candidate's authorized campaign committee:**

Contact Name Michael Steinberg

Phone Number (858) 569 9000

Address

4925 Independence Parkway #195 Tampa, FL 33634



**POLITICAL INQUIRY RECORD:  
FEDERAL, STATE & LOCAL CANDIDATE ADS  
ALL QUESTIONS MUST BE ANSWERED**

**8. Name of treasurer of authorized committee:**

Michael Steinberg

**9. Date and nature of follow-ups, if any:**

**10. Disposition:**

- ☐ Accepted – see contract details
- ☐ Rejected – provide reason:

Additional Information:

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# POLITICAL

BROADCAST AGREEMENT FORMS | PB-18





## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, Martin Fontaina,

being/on behalf of: Roque "Rocky" De La Fuente,

a legally qualified candidate of the Democratic

political party for the office of: US Senate

in the Democratic Primary

election to be held on: August 30, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Rocky for Florida US Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Michael Steinberg

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

07/08/2016

**Date**

**Signature**

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

**Signature**

**Printed Name**

**Title**

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Roque "Rocky" De La Fuente

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

**signature of candidate or authorized committee**

Roque "Rocky" De La Fuente

**printed name**

07/08/2016

**date**

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.